

RECEIVED
CENTRAL FAX CENTER Docket No.043978-076000
Serial No. 09/851,030
JUN 11 2007 Page 2

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended) A method for providing targeted programming to a user outside of the user's home, the method comprising:
 - receiving a user identification associated with a user, the user identification comprising an identifier corresponding to an account number used in a transaction;
 - receiving reception site information to identify a user action and a site at which the user action is taking place;
 - capturing additional user information from the identified user action and the reception site information;
 - updating a user profile to include the captured additional user information;
 - receiving [[a]] the updated user profile based upon the user identification and the additional user information, the user profile including information characteristic of the user;
 - processing the updated user profile to provide user determinations regarding user actions;
 - selecting a targeted program based on the reception site information and the updated user profile and the user determinations, and
 - providing the targeted program for presentation to a user outside of the user's home.

2-3. (Canceled)

4. (Currently Amended) The method of Claim [[2]] 1, wherein the method is implemented by obtaining the user profile from a database.

Docket No.043978-076000
Serial No. 09/851,030
Page 3

5. (Currently Amended) The method of Claim [[2]] 1, wherein the method is implemented by obtaining the user profile from a device selected from the group consisting of: memory and data storage device.

6. (Currently Amended) The method of Claim [[2]] 1, wherein the method is implemented by utilizing a controller to perform one or more functions selected from the group consisting of: receiving the user identification, obtaining the user profile, selecting the program, and providing the program.

7. (Original) The method of Claim 1, wherein the user identification is associated with a single user.

8. (Original) The method of Claim 1, wherein the user identification is associated with a group including the user.

9-11. (Canceled)

12. (Original) The method of Claim 1, wherein the method is implemented by utilizing a user interface device to receive the user identification.

13. (Original) The method of Claim 1, the method further comprises transmitting the program to a presentation device.

14. (Original) The method of Claim 13, wherein the program is transmitted over at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone

system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless network, wired network, ATM network, wide area network, local area network, intranet and extranet.

15. (Original) The method of Claim 13, wherein the program is transmitted via streaming program segments.

16. (Original) The method of Claim 1, wherein the program is obtained from one or more devices selected from the group consisting of a memory and a data storage device.

17. (Original) The method of Claim 1, wherein the method further comprises generating the program.

18. (Original) The method of Claim 17, wherein the program is generated in real time.

19. (Original) The method of Claim 1, wherein the method further comprises presenting the program utilizing a presentation device including a user identification component and an output component.

20. (Previously Presented) The method of Claim 1, wherein the user identification and the user profile is received from a user identification device.

21. (Original) The method of Claim 20, wherein said user identification device includes one or more devices selected from the group consisting of: wireless receiver, magnetic card reader, smart card reader, optical reader, optical scanner, barcode scanner, video camera, keyboard, keypad, touch screen, voice activated

control interface, fingerprint scanner, voice recognition circuit, retina scanner and biometrics identifier device.

22. (Original) The method of Claim 1, wherein the program is provided to a user via at least one presentation device selected from the group consisting of: speaker, printer, television, home theater system, video screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital assistant; set-top box, telephony device, wireless telephony device, wireless device, an Internet-enabled telephone, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

23. (Original) The method of Claim 1, wherein the program is provided to a user via a presentation device that is a stand-alone unit.

24. (Original) The method of Claim 1, wherein the program is provided to a user via a presentation device that includes communication hardware and software to allow the user to connect a user device for receiving the programming,

25. (Original) The method of Claim 24, wherein the program is provided to the user device via at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre- recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, intranet and extranet.

26. (Original) The method of Claim 1, wherein the program includes at least one form of programming selected from the group consisting of: advertising, entertainment programming, educational programming, informative programming, television programming, radio programming, motion picture programming, video game programming, video programming, audio programming, live programming, pre-recorded programming, sports programming, music programming, music video programming, game show programming, news programming, and non-commercial programming.

27. (Original) The method of Claim 1, wherein the program includes at least one format selected from the group consisting of: video, audio, still frame pictures, graphics, textual information, animations, multimedia, slow frame video data, video stills, sequences of individual frames, virtual reality data, live data, pre-recorded data and computer generated data.

28. (Currently Amended) A system for presenting targeted programming to a user outside of the user's home comprising:

a user interface device that obtains user identification information including an account number used in a transaction and reception site information to identify a user action and a site at which the user action is taking place and additional user information from the identified user action and reception site information;

a controller that receives the user identification information including an account number used in a transaction and reception site information to identify a user action and a site at which the user action is taking place from the user interface device and that updates a user profile to include the additional user information, processes the updated user profile to provide determinations regarding user actions, and selects a targeted program based on the user identification information and the reception site information, the additional user information, and the determinations; and

a presentation device that receives the targeted program for presentation to a user outside of the user's home.

29. (Original) The system of Claim 28, wherein the controller transmits the program to the presentation device.

30. (Previously Presented) The system of Claim 28, wherein the controller provides the program to the presentation device over a communications link.

31. (Previously Presented) The system of Claim 28, wherein the controller provides the program to the presentation device over at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, intranet and extranet.

32. (Original) The system of Claim 28, wherein the controller provides the program via streaming program segments.

33. (Previously Presented) The system of Claim 28, wherein the controller selects the program from at least one source selected from the group consisting of: a network, a satellite feed, a memory, a server and a data storage device.

34. (Original) The system of Claim 28, wherein the controller provides the program via a network.

Docket No.043978-076000
Serial No. 09/851,030
Page 8

35. (Previously Presented) The system of Claim 28, wherein the controller selects a program generated by the controller itself.

36. (Original) The system of Claim 35, wherein the controller generates the program in real time.

37. (Original) The system of Claim 28 wherein the controller obtains a user profile associated with the user identification.

38. (Original) The system of Claim 37, wherein the controller obtains the user profile from at least one source selected from the group consisting of: a memory, database, a data storage device, a server and a network.

39. (Original) The system of Claim 28, wherein the controller is a hub.

40. (Original) The system of Claim 28, wherein the presentation device is located at a fixed reception site.

41. (Original) The system of Claim 40, wherein the program is stored at the reception site.

42. (Original) The system of Claim 28, wherein the controller and the presentation device are connected via a wireless connection.

43. (Original) The system of Claim 28, wherein the program is stored on the presentation device.

44. (Previously Presented) The system of Claim 37, wherein at least one of the user identification and the user profile is located on the presentation device.

45. (Previously Presented) The system of Claim 37, further comprising a user identification device that provides at least one of the user identification and the user profile to the user interface device.

46. (Previously Presented) The system of Claim 28, further comprising a user identification device selected from the group consisting of: wireless receiver, magnetic card reader, smart card reader, optical reader, optical scanner, barcode scanner, video camera, keyboard, keypad, touch screen, voice activated control interface, fingerprint scanner, voice recognition circuit, retina scanner and biometric identifier device.

47. (Original) The system of Claim 28, wherein the presentation device includes at least one device selected from the group consisting of: speaker, printer, television, home theater system, video screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital assistant, set-top box, telephony device, wireless telephony device, wireless device, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

48. (Original) The system of Claim 28, wherein the presentation device is a stand-alone unit.

49. (Original) The system of Claim 28, wherein the presentation device is connected to a user device, the user device being configured for receiving the programming.

50. (Previously Presented) The system of Claim 49, wherein the presentation device is connected to the user device via one or more medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast,

RECEIVED
CENTRAL FAX CENTER

JUN 11 2007

Docket No.043978-076000
Serial No. 09/851,030
Page 10

analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless network, wired network, ATM network, wide area network, local area network, intranet and extranet.

51. (Previously Presented) The system of Claim 37, further comprising a second presentation device.

52. (Original) The system of Claim 51, wherein the controller is adapted to select a second program for the second presentation device based at least in part on at least one of a second user identification and a second user profile.

53. (Currently Amended) A system for presenting targeted programming to a user outside of the user's home comprising:

an input device that receives a user identification comprising an identifier corresponding to an account number used in a transaction and receives reception site information to identify a user action and a site at which the user action is taking place and additional user information from the identified user action and reception site information;

a user profile database including user profile information;

a controller connected to the input device, the controller selecting a targeted program based on the user identification comprising an identifier corresponding to an account number used in a transaction and the reception site information that obtains the user identification, the reception site information, the additional user information, and the user profile information to create an updated group profile information for a group of users and that further provides determinations regarding user actions and

selects a targeted program based on the updated group profile information and the determinations; and

a presentation device connected to the controller, the presentation device being adapted to present the targeted program to a user the group of users outside of the user's home users' homes.

54. (Currently Amended) The system of Claim 53, wherein the controller comprises a local hub.

55. (Original) The system of Claim 53, wherein the input device, the controller and the presentation device are located at a single reception site.

56. (Original) The system of Claim 53, wherein the controller transmits the program to the presentation device.

57. (Original) The system of Claim 53, wherein the controller provides the program to the presentation device.

58. (Original) The system of Claim 57, wherein the controller transmits the program to the presentation device via a communications link.

59. (Previously Presented) The system of Claim 57, wherein the controller provides the program to the presentation device over at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-

Docket No.043978-076000
Serial No. 09/851,030
Page 12

recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, intranet and extranet.

60. (Original) The system of Claim 57, wherein the controller provides the program via streaming program segments.

61. (Previously Presented) The system of Claim 53, wherein the controller selects the program from at least one source selected from the group consisting of: a network, a satellite feed, a memory, a server and a data storage device.

62. (Original) The system of Claim 53, wherein the controller generates the program.

63. (Original) The system of Claim 62, wherein the controller generates the program in real time.

64. (Canceled)

65. (Currently Amended) The system of Claim 64 53, wherein the controller obtains the user profile from one or more sources selected from the group consisting of: a memory, a database, a data storage device, a server and a network.

66. (Currently Amended) The system of Claim 64 53, wherein the controller selects the program based at least in part on the user profile.

67. (Original) The system of Claim 53, wherein the presentation device is located at a fixed reception site.

Docket No.043978-076000
Serial No. 09/851,030
Page 13

68. (Currently Amended) The system of Claim 64 53, wherein the controller and the presentation device are connected via a wireless connection.

69. (Original) The system of Claim 68, wherein at least one of the user identification and the user profile is located on the presentation device.

70. (Previously Presented) The system of Claim 53, further comprising a user identification device that provides the user identification.

71. (Canceled)

72. (Original) The system of Claim 53, wherein the presentation device includes at least one device selected from the group consisting of: speaker, printer, television, home theater system, video screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital assistant, set-top box, telephony device, wireless telephony device, wireless device, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

73. (Original) The system of Claim 53, wherein the presentation device is a stand- alone unit.

74. (Original) The system of Claim 53, wherein the presentation device includes communication hardware and software to allow the user to connect a user device for receiving the program.

75. (Currently Amended) The system of Claim 64 53, further comprising a second presentation device.

RECEIVED
CENTRAL FAX CENTER
JUN 11 2007

Docket No.043978-076000
Serial No. 09/851,030
Page 14

76. (Previously Presented) The system of Claim 75, wherein the controller is adapted to select a second program for the second presentation device based on at least one of a second user identification and a user profile.

77. (Currently Amended) An article of manufacture comprising:
a computer readable medium having computer readable program code means for causing a computer to:

receive a user identification associated with a user, the user identification comprising an identifier corresponding to an account number used in a transaction;

receive reception site information to identify a user action and a site at which the user action is taking place;

capture additional user information from the identified user action and the reception site information;

update a user profile to include the captured additional user information;

obtain [[a]] the updated user profile associated with the user identification and the additional user information, the user profile including information characteristic of the user;

process the updated user profile to provide user determinations regarding user actions;

select a targeted program based on the reception site information and the updated user profile and the user determinations; and

provide the targeted program for presentation to a user outside of the user's home.

78. (Currently Amended) A computer data signal embodied in a transmission medium comprising:

a code segment including a user identification associated with a user, the user identification comprising an identifier corresponding to an account number used in a transaction;

10341690.2

a code segment including reception site information to identify a user action and a site at which the user action is taking place;

a code segment including additional user information from the identified user action ad the reception site information;

a code segment including [[a]] an updated user profile associated with the user identification and the additional user information, the user profile including information characteristic of the user;

a code segment including user determinations regarding user actions; and

a code segment including a targeted program for presentation to a user outside of the user's home, the targeted program being selected based on the reception site information, the user determinations, and the updated user profile.

79. (Previously Presented) A system for presenting targeted information to a user outside of the user's home comprising:

a means for receiving a user identification associated with a user, the user identification comprising an identifier corresponding to an account number used in a transaction;

a means for receiving reception site information to identify a user action and a site at which the user action is taking place;

a means for capturing additional user information from the identified user action and the reception site information;

a means for updating a user profile to include the captured additional user information;

a means for receiving [[a]] the updated user profile based upon the user identification and the additional user information, the user profile including information characteristic of the user;

a means for processing the updated user profile to provide user determinations regarding user actions;

Docket No.043978-076000
Serial No. 09/851,030
Page 16

a means for selecting a targeted program based on the reception site information and the updated user profile and the user determinations; and a means for presenting the targeted program to a user outside of the user's house.

10341690.2